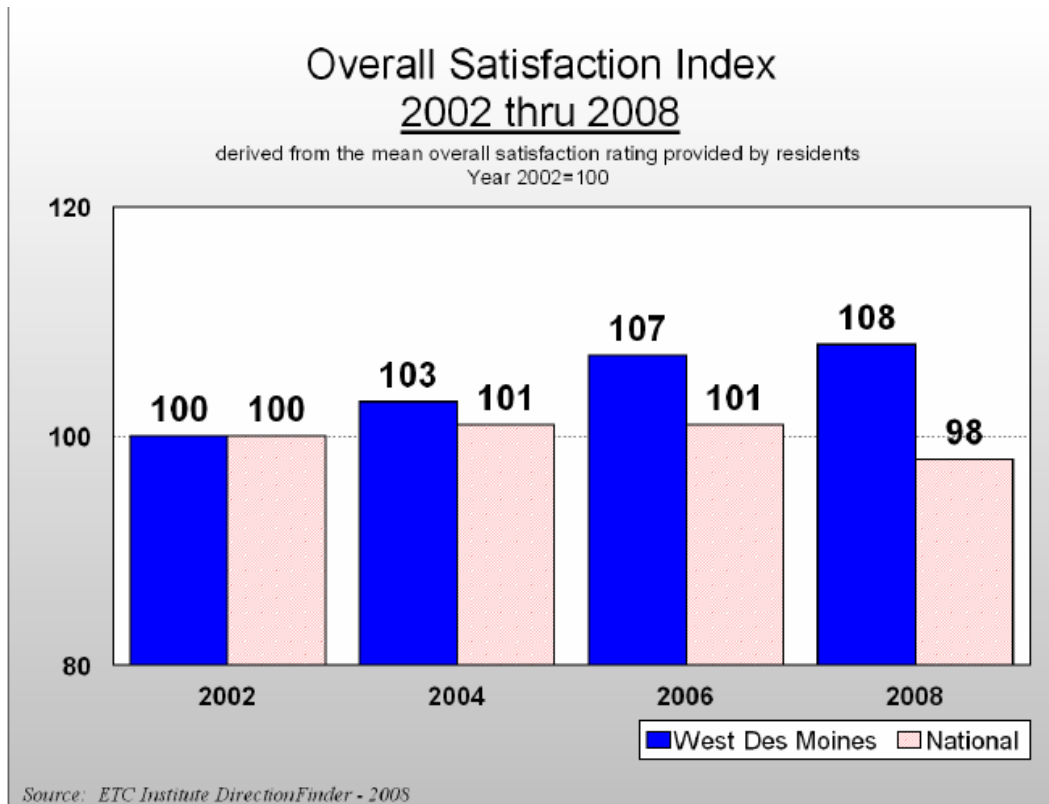


City of West Des Moines Receives Latest Citizen Survey Results *November 13, 2008*

The City of West Des Moines has received results from our latest citizen survey, completed in October 2008. To ensure scientific validity, this survey was conducted by the same outside company that administered the citizen survey in 2002, 2004, and 2006, the ETC Institute. The survey was administered by telephone to a random sample of 400+ residents. The survey is general in nature and asks residents how they would rate many City services.

In the Overall Satisfaction Index, which is derived from the mean overall rating provided by residents for all major categories assessed in the survey, West Des Moines scored a 108 rating. The City's score has increased eight points overall since 2002. The Overall Satisfaction Index for all cities West Des Moines is benchmarked against has decreased two points since 2002. Because it incorporates all data included in the survey, the overall satisfaction index is the best indicator of the City's overall progress. It demonstrates that the City's progress in every category is significant.



Most residents—96%--indicated that they were satisfied with the quality of life in West Des Moines. The remaining respondents gave a neutral rating.

Improvements from 2006 to 2008

Some of the biggest improvements in 2008 over 2006 include:

- Maintenance of City streets/buildings (15% increase)
- Flow of traffic/congestion in West Des Moines (9% increase)
- Weekly curbside recycling collection (9% increase)
- Maintenance/preservation of homes in Valley Junction (8% increase)
- Quality of City's website (7% increase)
- Adult recreation programs (7% increase)
- Senior recreation programs (7% increase)
- Yard waste collection (7% increase)
- Weekly curbside trash collection (6% increase)
- Rate of growth in West Des Moines (6% increase)
- Overall competence of police dept. employees (6% increase)
- Fees charged for recreation programs (6% increase)
- The City's special events programs (6% increase)

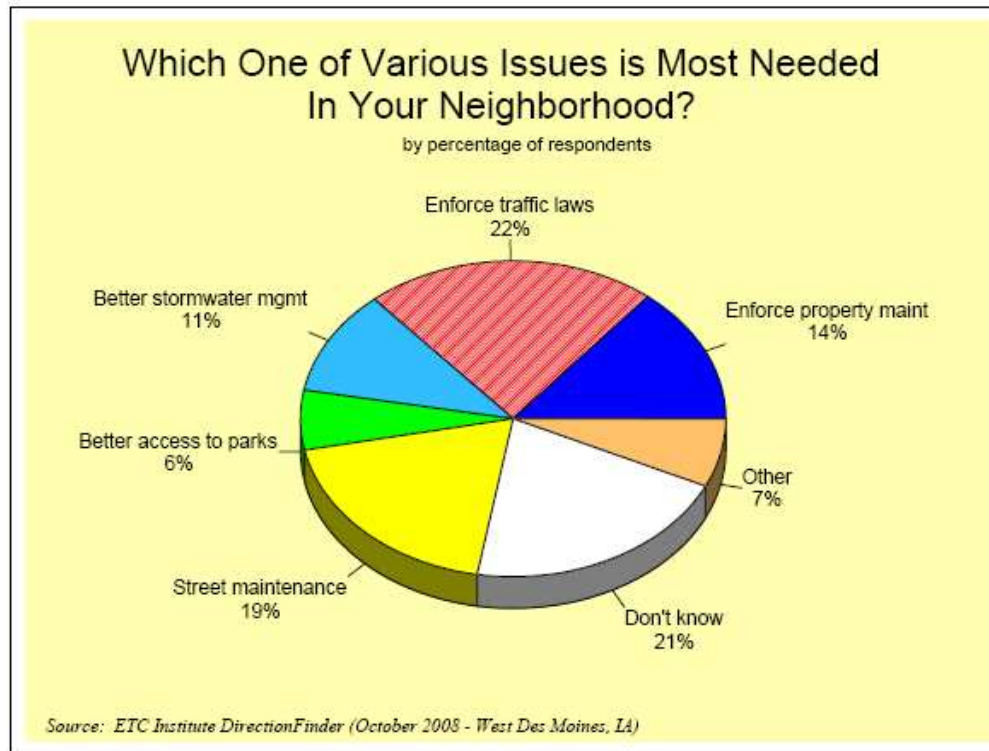
Other City services that saw an improvement of 5% include quality of city water services; overall quality of services provided by the city; how well the city is planning for growth; quality of emergency medical services; how quickly police respond to emergencies; quality of fire prevention education; accessibility to desired destinations in parks; adequacy of city street lighting; maintenance and preservation of businesses; and the West Des Moines service desk

Areas of Emphasis

Only one category – overall enforcement of code violations -- demonstrated a statistically significant decrease of 7%.

The services that residents think are the “**most important to provide**” are management of traffic congestion in the city (up 9% in 2008), the enforcement of code violations (down 7%), and city stormwater management services (down 3% in 2008).

When asked which issues are most needed in their own neighborhoods (see chart below), the top three resident responses other than “don't know” (21%) were enforcement of traffic laws (22%), street maintenance (19%), and enforcement of property maintenance (14%). Those are the same three areas residents chose in 2006 in this category.



Improvement by Category

Satisfaction with public safety services improved in 11 of 11 areas rated.

Satisfaction with Parks and Recreation improved in 14 of 18 areas rated.

Satisfaction with city maintenance improved in 12 of 13 areas rated.

Satisfaction with growth improved in all three areas rated in both 2006 and 2008.

Satisfaction with city communications improved in 4 of 6 areas rated.

Satisfaction with the Library and Human Services improved in all 4 areas rated.

Benchmarking Results

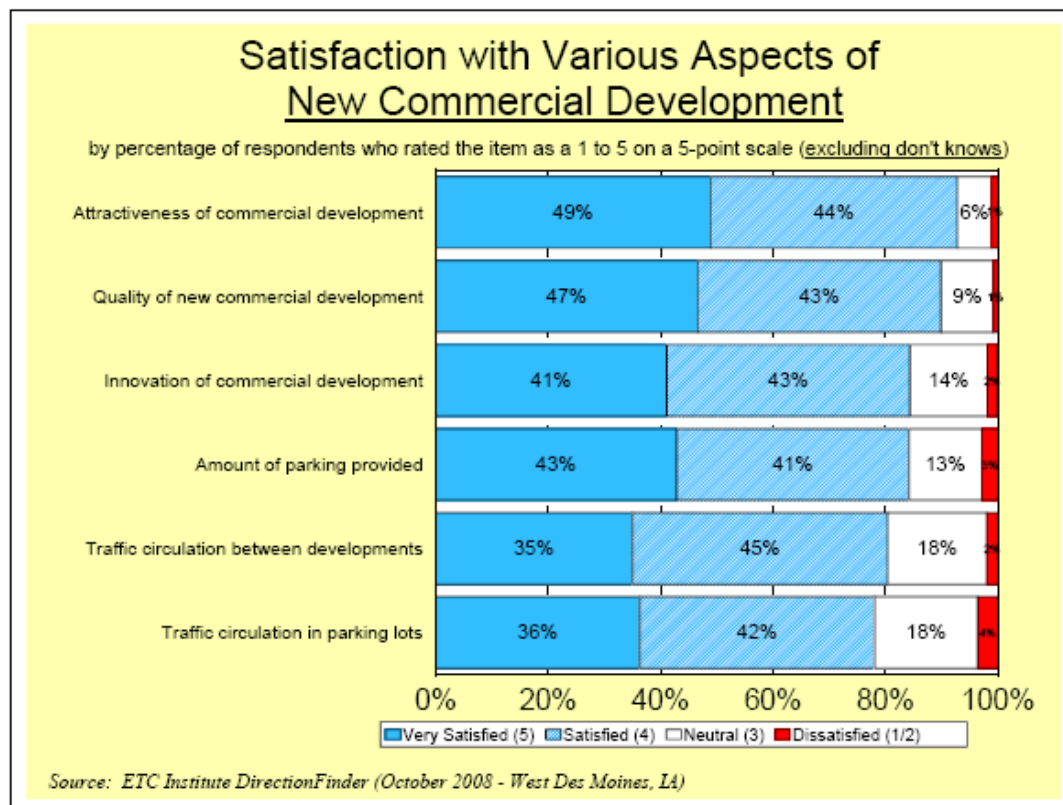
One extremely useful portion of the survey results from the ETC Institute is the benchmarking analysis. West Des Moines scores are benchmarked against 20 other similar sized cities across the country in 29 categories. The City of West Des Moines is in the top 25% in all 29 categories and received the highest ranking in 15 (or 52%) of 29 categories. West Des Moines sets the bar in the following categories:

- Police, Fire, and Ambulance Services (95%)
- Parks and Recreation (93%)
- Maintenance of City streets/buildings/facilities (92%)
- City water and sewer utilities (85%)
- Effectiveness of communication with the public (81%)

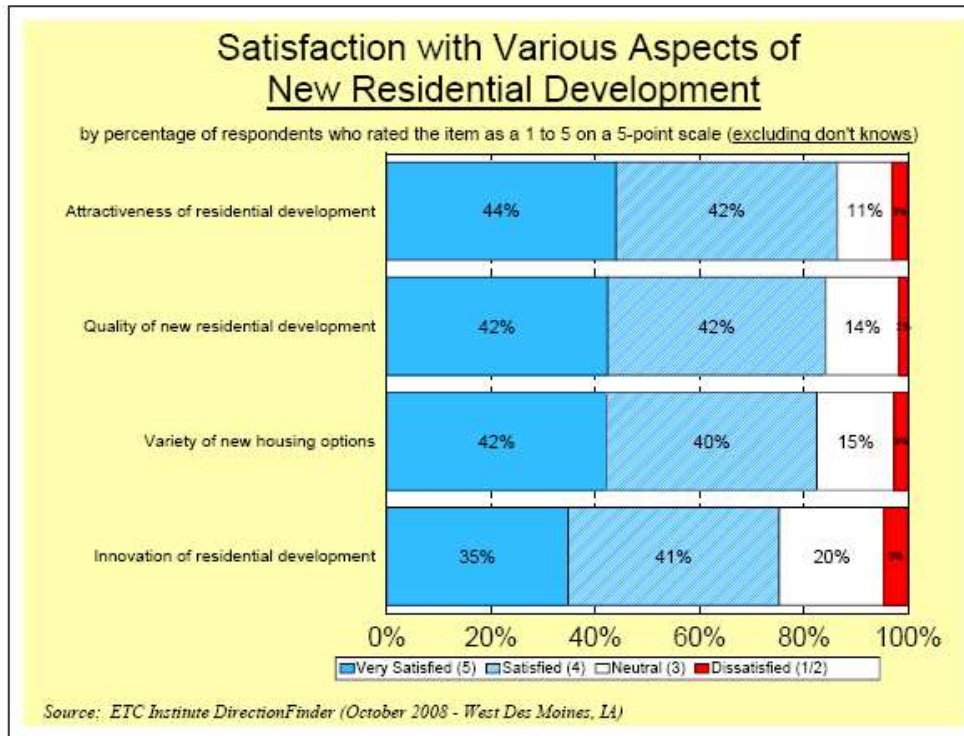
- Quality of emergency medical services (95%)
- Overall quality of local police protection (93%)
- Enforcement of local traffic laws (83%)
- Ease of registering for recreation programs (87%)
- Outdoor athletic fields (91%)
- Walking/biking trails in the City of West Des Moines (85%)
- Overall cleanliness of City streets/public areas (89%)
- Mowing/trimming of public areas (85%)
- Maintenance of City streets (77%)
- Availability of information about programs/services (87%)

New This Year

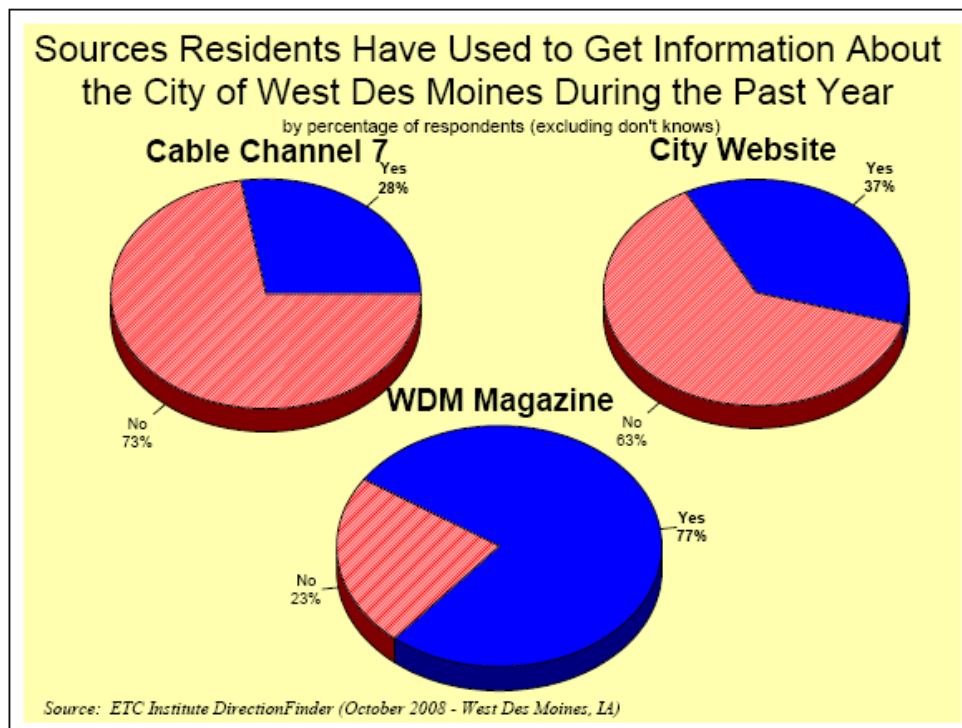
West Des Moines asked several questions for the first time in 2008. In addition to rating the attractiveness, quality, and innovation of new commercial development as in the past, the City also asked about the amount of parking provided, traffic circulation between developments, and circulation in parking lots.



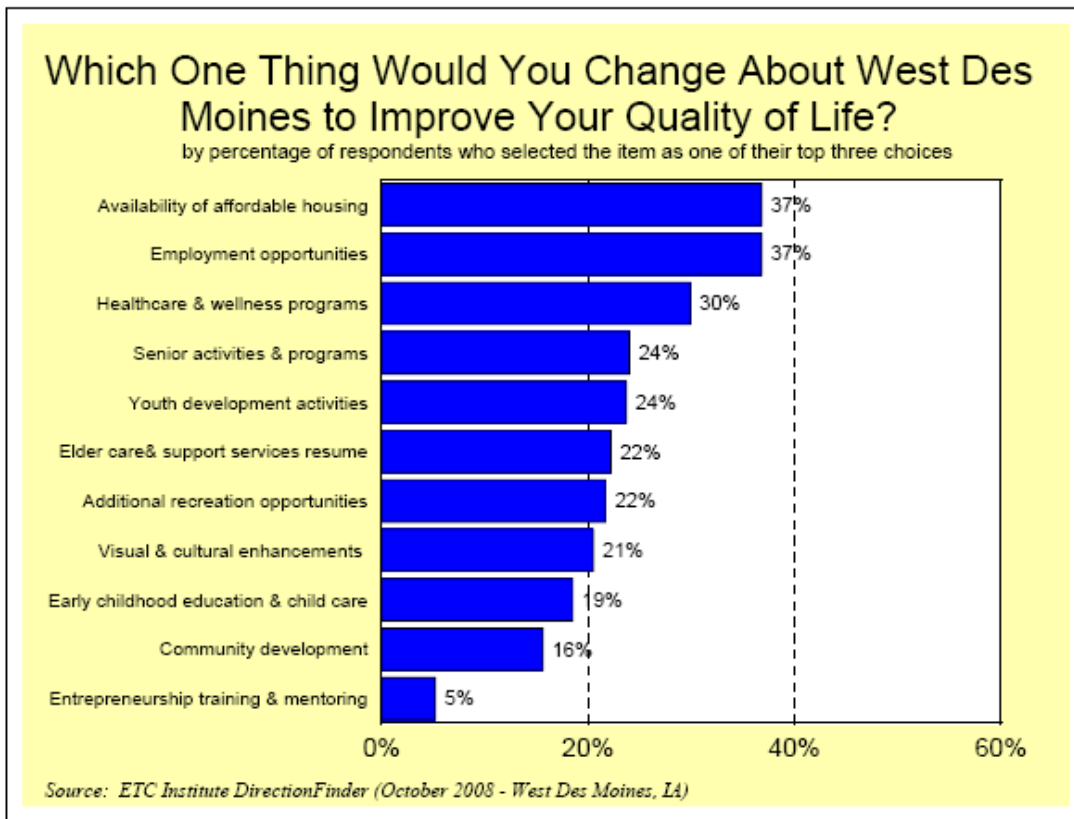
In addition to asking about the attractiveness and quality of new residential development, the City asked about the variety of new housing options and the innovation of residential development.



The City also requested information on what sources residents have use to get information about the City of West Des Moines during the past year. The WDM Magazine is used by over $\frac{3}{4}$ of resident respondents for information; the website is used by over $\frac{1}{3}$ of resident respondents, and the Cable Channel is used by 28%.



The City asked residents to choose three things they would change about West Des Moines to improve their quality of life. Affordable housing, employment opportunities, and healthcare and wellness programs came out on top.

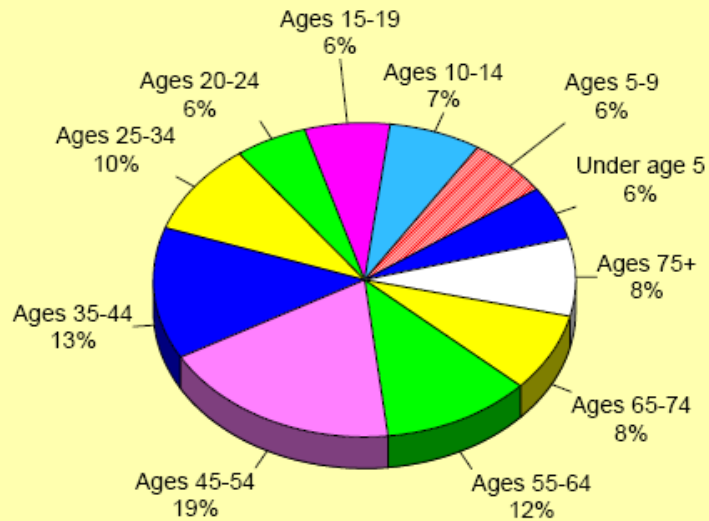


Demographics

The respondents were 50% male and 50% female. When asked where they lived prior to coming to West Des Moines, 34% reported coming from outside the state and 26% reported coming from the City of Des Moines.

Demographics: Ages of Household Occupants

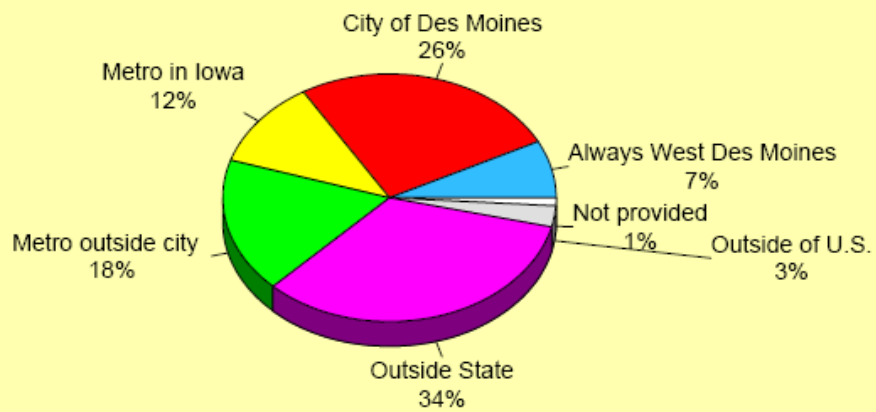
by percentage of persons in households



Source: ETC Institute DirectionFinder (October 2008 - West Des Moines, IA)

Where Did You Live Prior to Moving to West Des Moines?

by percentage of respondents



Source: ETC Institute DirectionFinder (October 2008 - West Des Moines, IA)